

National Network of Libraries of Medicine

Outreach Evaluation Resource Center

Quarterly Report

November 1, 2008 – January 31, 2009

University of Washington

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Executive summary

An emphasis on evaluation capacity building continued this quarter, with OERC staff teaching in-person classes in Texas, Michigan, and Massachusetts. A growing reliance on distance technology for instruction was reflected in the OERC's first national Adobe Connect webinar, which featured a presentation by MCR's Betsy Kelly and Barb Jones about their Library Value Calculator. This quarter also featured the first of the OERC's classes to be presented for MLA CE credit via Adobe Connect, with Susan Barnes co-teaching the "Community Assessment" class with Maryanne Blake of PNR.

OERC support to the NNO on network member questionnaires was concluded with the completion of the last regional site visits in December. Meanwhile, three new opportunities for OERC to support evaluation efforts by NLM emerged: NNO's assessment of Adobe Connect use by RMLs, the evaluation of Community Day pilot projects, and an evaluation component to the proposed health information literacy collaboration between the American Association of Physician Assistants and NLM.

Classes and consultations

TABLE 1. Classes and consultations

Date	Responsible staff (last name)	Class/consultation topic	Location (city, state) of class or last name of consult recipient
11/7/2008	Olney	Consultation: RML site visit member feedback form	Claire Hamasu, MCR, Salt Lake City, UT
11/10/2008	Olney	Consultation: RML site visit member feedback form	Michelle Malizia, SCR, Houston, TX
11/13/2008	Olney	Consultation: RML site visit member feedback form	Janice Kelly, SE/A, Baltimore, MD
11/14/2008	Olney	Consultation: RML site visit member feedback form	Sue Hunter, MAR, New York, NY
11/14/2008	Barnes, Olney	Consultation: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
11/14/2008	Olney	Consultation: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
11/17/2008	Olney	Consultation: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA

11/20/2008	Olney	Consultation: MLA health literacy project	Sabrina Kurtz-Rossi, MLA, Boston, MA
11/21/2008	Barnes, Olney	Consultation: PNR-APAA concept paper	Cathy Burroughs, PNR, Seattle, WA
12/1/2008	Olney	Consultation: Logic model sites	Karen Vargas, SCR, Houston, TX
12/3/2008	Barnes, Olney	Consultation: UNM-HSLIC Needs Assessment	Barbara Nail-Chiwetalu, HSLIC (U of New Mexico), Albuquerque, NM
12/5/2008	Barnes, Olney	Consultation: PNR APA Health Literacy Project	Cathy Burroughs, PNR, Seattle, WA
12/5/2008	Olney	Consultation: PNR APA Health Literacy Project	Cathy Burroughs, PNR, Seattle, WA
12/6/2008	Olney	Consultation: PNR APA Health Literacy Project	Cathy Burroughs, PNR, Seattle, WA
12/8/2008	Barnes	Training: Library Value Calculator training session	NNLM, All regions, Seattle, WA
12/12/2008	Barnes, Olney	Training: Data Collection Workshop	Karen Vargas, SCR, Houston, TX
12/12/2008	Barnes, Olney	Training: Data Analysis Workshop	Karen Vargas, SCR, Houston, TX
12/17/2008	Barnes	Consultation: OARF questionnaire	Michael Boer, Web-STOC, Seattle, WA
1/9/2009	Barnes, Olney	Consultation: NNO Community Day	Lisa Boyd, NNO, Bethesda, MD
1/14/2009	Barnes	Training: Community Assessment	PNR, PNR network members, Seattle, WA
1/22/2009	Barnes, Olney	Consultation: Adobe Connect Assessment	Angela Ruffin, NNO, Bethesda, MD
1/28/2009	Barnes, Olney	Consultation: Evaluation Liaison Teleconference	Evaluation Liaisons, NNO, Bethesda, MD
1/29/2009	Barnes, Olney	Consultation: NNO Community Day	Lisa Boyd, NNO, Bethesda, MD

Web site

Nine postings were added to the OERC blog this quarter:

- Overviews of sessions and workshops at the American Evaluation Association annual meeting
- Summaries of an article about ROI and one about healthcare managers' decision making.

Dissemination of effective practices

The OERC distributed 19 sets of "Planning and Evaluating Health Information Outreach" booklets plus 4 copies of "Measuring the Difference."

Outreach Connections Publicity/Evaluation Subcommittee: Susan Barnes, subcommittee chair, led planning for an assessment of the collaboration process that resulted in the Outreach Connections portal, and obtained approval from the University of Washington's IRB that the study qualified for exemption from IRB review.

Subcontractor update

Not applicable. The OERC has no subcontracts at present.

Other staff activities—this section is organized according to OERC's goals for the 2006-2011 contract

I. Develop awareness, skill, and capacity in use of evaluation methods.

Training:

- Cindy Olney revised the Data Collection and Data Analysis classes to incorporate suggestions from the Year 2 session evaluations and to reflect principles from the "Beyond Bullet Points" book. Cindy and Susan taught both classes in Houston in December.
- Susan worked with Maryanne Blake to restructure the "Community Assessment" class for the Adobe Connect webinar environment and co-taught the class in 3 1-hour sessions held during the last 3 weeks of January. This version of the class was approved by MLA for 4 CE hours because it included homework for participants to complete between classes.
- The OERC hosted and publicized Betsy Kelly and Barb Jones' Adobe Connect presentation to a national audience about their online library value calculator.
- Susan gave an orientation to the OERC for the NLM Associate Fellows via Adobe Connect.
- Susan began preparation to co-teach Kay Chapa's class, "Demonstrating Value: Can Journals Compete with Mouse Cages in Institutional Budgets?" class at the MLA annual meeting in May. She beta tested the Moodle version of Kay's class and provided feedback and suggestions.

II. Develop mechanisms to disseminate and use evaluation findings to help NLM and the NN/LM document and demonstrate their accomplishments

Cindy Olney assisted NNO and the regions with the questionnaire designed for obtaining feedback from network members in preparation for NLM's site visits to each region. Cindy and Susan Barnes began working with Lisa Boyd and representatives from SE/A, SCR, and PSR on the Community Day pilot projects—a series of events in which a selected network member library in each region will organize emergency preparedness events in Fall '09 with the purposes of informing community members about preparedness and about the library's role in emergency response. Cindy and Susan also participated in initial planning with NNO for an assessment of how RML staff members are using Adobe Connect in their work. They also assisted with developing an evaluation component to the proposed health information literacy collaboration between the American Association of Physician Assistants and NLM.

III. Strengthen and build an evaluation culture throughout NN/LM.

Evaluation Liaisons:

One evaluation liaison teleconference was held during Q3. This featured a discussion about Betsy Kelly and Barb Jones' Library Value Calculator. The November and December teleconferences were cancelled due to travel schedules and holidays.

Evaluation:

Cindy Olney and Susan Barnes provided consultation for Terri Ottosen and Sheila Snow-Croft regarding their questionnaire that will be administered to participants in Moodle distance classes and to Barbara Nail-Chiwetalu at the University of New Mexico Health Science Library and Information Center about a community assessment. Susan and Cindy also participated in Sabrina Kurtz-Rossi's creation of a paper for JMLA about evaluation methods used with the MLA/NLM Health Information Literacy project.

VI. Provide consultation and direction in implementing evaluation systems, structures, and resources to help the NN/LM's efficacy and efficiency.

Consultations are listed in Table 1, above.

V. Enhance and refine use of community-based approaches to evaluation.

Cross-regional collaboration

With Dan Wilson, the NN/LM Emergency Preparedness Coordinator, the OERC began to formulate plans for additional assessment of the NN/LM Emergency Preparedness effort.